



## **Facebook Best Practices**

In continuing our efforts to help you effectively utilize new media tools to communicate with your constituents, we have provided the attached document to help guide you in creating or maximizing your presence on Facebook.

In response to questions from Member offices about how to best utilize Facebook, House Republicans and Facebook have worked together to develop the attached guidance.

Members can now take advantage of the newly-created "Government Official" category to create a page for their official office. Members with existing pages or profiles can also convert them to a new "Government Official" page.

Having a presence on Facebook, the largest social network on the internet is essential in connecting with constituents in a new, interactive way. Please read the attached document and strongly consider establishing a Facebook presence or converting your existing profile or page.

If you have any questions, concerns or need further guidance, please contact Matthew Lundh in the Vice Chair's office by e-mail at [matthew.lundh@mail.house.gov](mailto:matthew.lundh@mail.house.gov) or call x5-2006.

# Facebook and Congress

Contact - [UScongress@facebook.com](mailto:UScongress@facebook.com)

## Profiles vs. Pages

- Profiles are for individuals.
- Pages for celebrities/brands/politicians, etc.
- You can tell which it is by looking at the URL, does it say “profile” or “page?”
- Members should have “government official” page for their official work. Members may also want to have a separate profile for their own.

## Creating a Government Official Page

- Your office can create a “Government Official” page; Facebook does not have to create it.
- Go to <http://Facebook.com/page>, then “Artist, Band, or Public Figure” and select “Government Official.”
- Create a page and then fill out the page’s information (quick-start guide:<http://tinyurl.com/FBpagesetup>)

## Page Admins

- Each page requires at least one profile to be a page admin for security reasons.
- Do not create a profile for your office to control a member’s page; this is a violation of the Facebook Terms of Service.
- If your member would like to be an admin for their page, create a profile for them, adjust the privacy settings ([Facebook.com/privacy](https://www.facebook.com/privacy)), and make them an admin. Do not ever share your personal login or password.

## Rules

- Pages or Profiles cannot be transferred between the official and campaign side, they are campaign or official assets just like a website or email list. Be sure and comply with all applicable Congressional rules, election laws, and other requirements.
- Your office is responsible for ensuring the content on a page is in compliance with Congressional rules.
- You can request ads be removed from a “Government Official page” by sending the URL for your page along with the request to remove ads to [UScongress@facebook.com](mailto:UScongress@facebook.com).

## Existing Facebook Presence

- You can request that a “Politician” page used on the official side be transferred to a “government official” by emailing the URL and request to [UScongress@facebook.com](mailto:UScongress@facebook.com).
- If your office has been using a profile, set up a “Government Official” page using the instructions above. Then, email the URLs of both the profile and the page and a request to transfer the profile to a page to [UScongress@facebook.com](mailto:UScongress@facebook.com).

# Facebook and Congress

## what to do if you have a profile

Profile have URL's that say facebook.com/profile.php

### Profile - Campaign

Profiles used or created by campaign.

Convert to a "Politician" page but use only on campaign side.

To convert, email [uscongress@facebook.com](mailto:uscongress@facebook.com).

### Profile - Official

Profiles being used for constituent outreach.

Convert to "Government Official" page but use only on official side.

To convert, email [uscongress@facebook.com](mailto:uscongress@facebook.com).

### Profile - Personal

Used for personal contact (with your kids, etc.)

Do nothing. Be aware of any congressional rules or election laws that may apply. Adjust privacy settings.

Profiles may administer official or campaign pages.

# Facebook and Congress

## what to do if you have a page

Pages have URL's that say facebook.com/pages/name

### Page - Campaign

Page used or created by campaign.

Keep campaign page and run from campaign side.  
If you want a separate official presence, create a "Government Official" page to run from official side.

### Page - Official

Page being used for constituent outreach.

If already a "Government Official" category page do nothing.  
If using a "Politician" page, convert to "Government Official" page but use only on the official side.  
**To convert, email [uscongress@facebook.com](mailto:uscongress@facebook.com)**

### Page - Created by Facebook

FB 2006 election created pages

Facebook created pages for all candidates in the 2006 cycle. Some of these pages are still out there unclaimed and can be distinguished by their American flag photo.  
**email [uscongress@facebook.com](mailto:uscongress@facebook.com) to claim page but use only on campaign side.**

# Government Official Page Guide:

A Facebook presence for your official duties.

## Edit

Change your page options.

## Publisher

Use the publisher to add rich content including: photos, videos, notes/blogs, events and more.

## Wall

The central location for activity on the page posted by you or your fans.

## Tabs

Help keep pages organized.

## Paid ads removed

Facebook house ads remain.

The screenshot shows the Facebook page for Adam Conner, a government official. The page layout includes a top navigation bar with 'facebook', 'Home', 'Profile', 'Friends', 'Inbox' (43), and a search bar. The page header shows 'Adam Conner' with tabs for 'Wall', 'Info', 'Photos', 'Boxes', 'YouTube Box', and a plus sign. The main content area features a 'What's on your mind?' text box, a 'Share' button, and a 'Settings' link. Below this is a post by Adam Conner titled 'Adam Conner at a press conference.' with a photo of him at a podium. The post is dated '45 minutes ago' and has 'Comment · Like · Share' options. Below the post is another post by Adam Conner titled 'Congress on Your Corner' with a photo of a building and text about providing congressional updates. The post is dated 'April 30 at 8:31am' and has 'Share' options. Below that is a post by Adam Conner titled 'Adam Conner learn more about facebook pages here.' with a photo of a Facebook logo and text about helping people share and make the world more open and connected. The post is dated 'April 28 at 11:23pm' and has 'Comment · Like · Share' options. Below that is a post by Adam Conner titled 'Adam Conner how to set up your facebook page.' with a photo of a Facebook page creation form and text about building a presence on Facebook. The post is dated 'April 28 at 11:22pm' and has 'Comment · Like · Share' options. On the left side of the page, there is a sidebar with 'Edit Page', 'Send an Update to Fans', 'Promote Page with an Ad', and 'More' options. Below this is a section titled 'Adam's Test Government Official Page' with a photo of Adam Conner. Below that is an 'Information' section with details about Adam Conner: Country: United States, Current Office: Congress, State: NM, District: 01, Party: can not be on an official page. Below the information section is a 'Fans' section with 4 fans listed: Ben Chiaramonte, Kari Chisholm, and Emily Stivers. On the right side of the page, there is an 'Advertise' section with a 'Give a Gift' button and a photo of a panda. Below this is a 'More Ads' link.

## “Fans,” not “Supporters”

As recommended by  
House Admin/Senate Rules and Admin.



## Facebook Public Profiles: Government Official

### The Opportunity

If you are a government official, with Facebook public profiles, you can create an authentic connection with millions of fans on Facebook by communicating with your real voice and participating in the conversations already happening about you online.

**Connection:** Your fans and supporters have an incredible desire to connect with you, get updates on your every-day life and hear what is on your mind – direct from the source. Get access and engage in real-time with your fans – be apart of the conversation.

**Content:** Share your thoughts, updates about the causes you support, exclusive information on what is happening in your life, behind the scenes photos or videos and more, with the privacy controls you need to protect yourself online.

**Distribution:** Get the power of global reach and instant access to your fans through News Feed, viral distribution and targeted updates. With Facebook, you have the flexibility and controls to share want you want to share with the people you want to share it with.



Edit Page

Send an Update to Fans

Promote Page with an Ad

More

Adam's Test Government Official Page

**Information**

Country:  
United States

Current Office  
Office:  
Congress

State:  
NM

District:  
01

Party:  
can not be on an official page

### Adam Conner

Wall Info Photos Boxes YouTube Box Twitter >> +

What's on your mind?

Share

Adam Conner Just Fans Settings

Adam Conner at a press conference.

Wall Photos

May 4 at 3:02pm · Comment · Like · Share

RECENT ACTIVITY

- Adam Conner discussed really important stuff. on the Adam Conner discussion board.
- Adam Conner discussed really important stuff. on the Adam Conner discussion board.
- Adam Conner discussed Important Legislation on the Adam Conner discussion board.

Adam Conner

**Congress on Your Corner**

My staff I will be available to provide congressional updates and to address any of your questions/concerns

Host: Adam Conner

Time: 4:30PM Thursday, April 30th

Location: Outside of a Grocery Store

## Tips & Tricks

**Publisher & Wall:** Use the Publisher on the Wall tab to update your Status, upload new photos or videos, post Notes or Links to interesting content. Be sure to highlight recent news and information and remember that bringing your real voice to the content makes it that much more engaging.

**Favorite Pages:** Use Favorite Pages to highlight any other pages on Facebook you are affiliated with.



**Share, Like and Commenting:** Remind people connected to your public profile to participate on your page. The more people share, like or comment on your content the wider



distribution you will receive through News Feed. Be sure to post engaging, relevant content at a pace that is steady without being overwhelming to your fan base.

**Targeted Updates:** In addition to News Feed distribution, you can send targeted updates to the people connected to you about special promotions, appearances or other exciting news within specific geographical areas.

Audience: Some fans of American Red Cross. (Send to all fans)

☒ Target this update

Location:

☒ Everywhere ☐ By State/Province ☐ By City

Sex: ☐ Male ☐ Female

Age:  -

## Useful Facebook Applications

Simply click on the name of each application below to add each application or for more information. Each of these applications can be added as a box on your Wall or to the Boxes tab. Many can also be added as stand-alone tabs. Look for the 'Add to Page' button:

### Blogging & Feedback

**Notes** - Think of Facebook Notes as a blog feature on Facebook: you can share your life, activities, thoughts and more with people on Facebook through written entries. They can comment on your Notes and you can even import your existing blog from an external site.

**Discussion Boards** - Discussion Boards can be used by you to spark a conversation among people you are connected to and get feedback on a particular topic or for users to start discussions on their own (such as your latest public appearance or game winning dunk).

### Media

**Photos** - With Facebook Photos, you can upload an unlimited number of photo albums to your public profile (shots from recent events, important people or entities in your life or anything you want to share with people on Facebook.)

**Video** - With Video, you can upload video files and record video messages right from your public profile. You can create a video diary of the events in your life, clips from a recent show or game, or upload any video content you want to share.

**Links** - With Links, you can share your favorite content on the internet by posting it on your public profile. You can post links to your website, your external fan pages, or any external content you want to share. You can also post links to content on Facebook.

### Custom Content

**Static FBML** - This application will add a box to your public profile in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

**Flash Player** - This application will add a box to your public profile in which you can upload your own Flash files to achieve advanced customization.

**Events** - With Facebook Events, you can make an event where people can RSVP to upcoming live shows, television appearances or album release dates.